

Communication strategies to support electricity sector reforms

Energy and Extractives Global Practice
World Bank

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Relevance of communications for electricity sector reforms in Nepal

- Electricity sector institutions communicate regularly through press releases and media
- But there is little or no reliance on a systematic communications strategy and campaign to support electricity sector reforms exist
- This creates issues in building public and political support for electricity sector reforms

Issues that could be mitigated through a well designed communication research

- Opposition to electricity trade with Nepal's neighbors ("selling Nepal's rivers")
- Rationale for electricity tariff increases to avoid load shedding and build a sustainable electricity sector
- Loss reduction
- Development of hydro projects and transmission and distribution projects
 - Misperception regarding hydro projects reducing water quality
 - Misperception regarding health effects of transmission lines

Reform communication:

- Based on proven theories of human decision making and designed to enable people to initiate and sustain positive attitudes about a situation.
- Begins with research on opinions and social norms, followed by communication planning, implementation, and monitoring and evaluation.
- Audiences are segmented, messages and materials are pre-tested, and channels are chosen for optimal reach.

Research shows:

- Understanding what motivates people and drives their behavior is central to successful policy-making
- People will work harder to reinforce their existing positions than they will to change their minds
- People place more weight on the short-term than on the long-term effects of their decisions
- When people have something to lose they are more inclined to do something to prevent the loss
- Pledges can help people act on their good intentions
- Social incentives can be as effective as economic incentives

Designing and implementing a strategy:

- Conduct opinion research (What does our audience think/**feel?**)
- Determine objectives (What do we want our audience to think/do?)
- Design compelling messages (What do we want people to know/feel?)
- Identify optimal channels (Where do people get trusted information?)
- Assign spokespeople (Who is a credible deliverer of our messages?)
- Determine a timeline and budget
- Design tactics (What do we need to do to encourage/inform dialogue?)

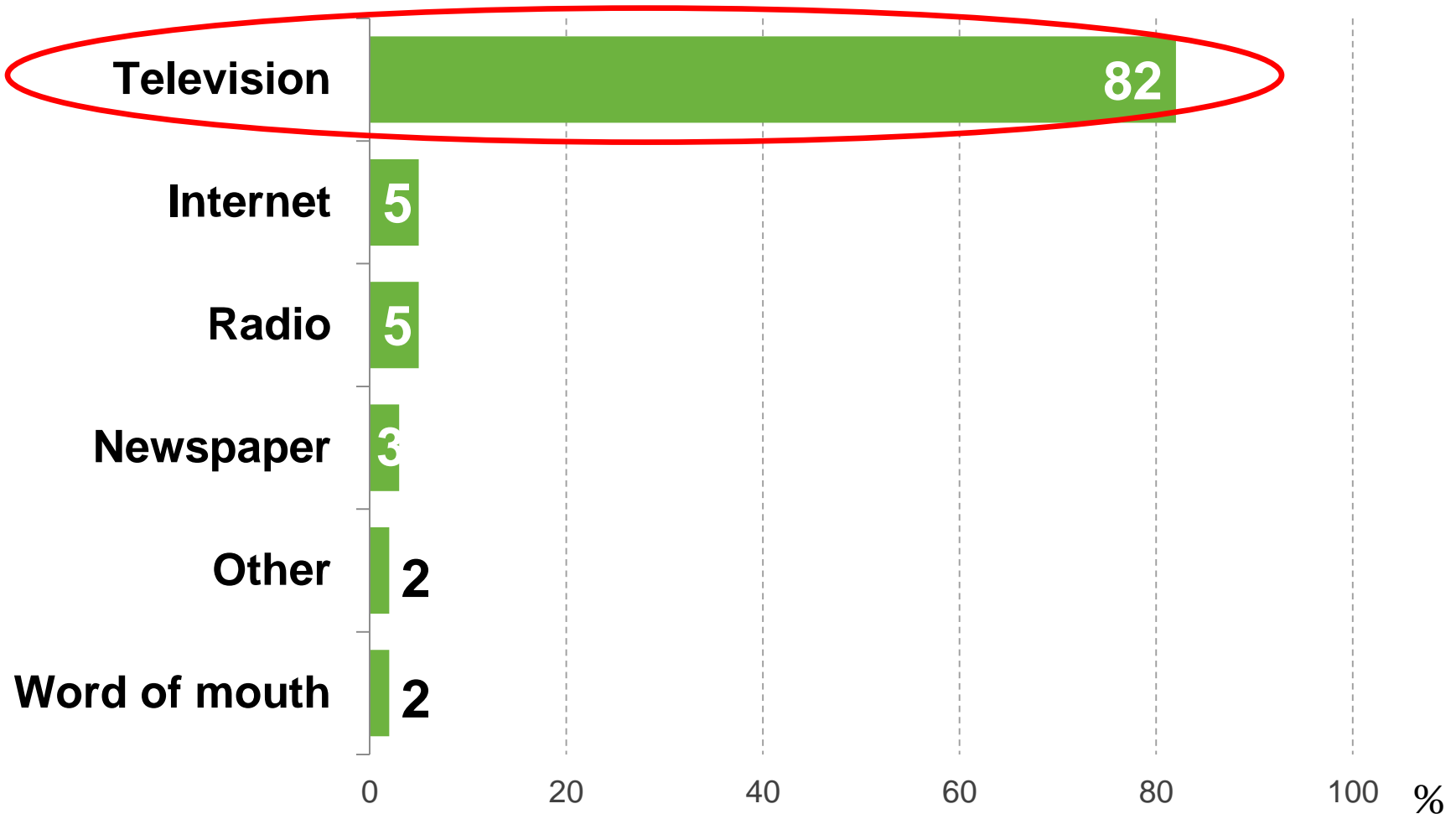
Message checklist

- ☐ Simple
- ☐ Concrete
- ☐ Credible
- ☐ Emotional
- ☐ Story

One of the worst things about having access to a lot of information is that we're tempted to share it all.

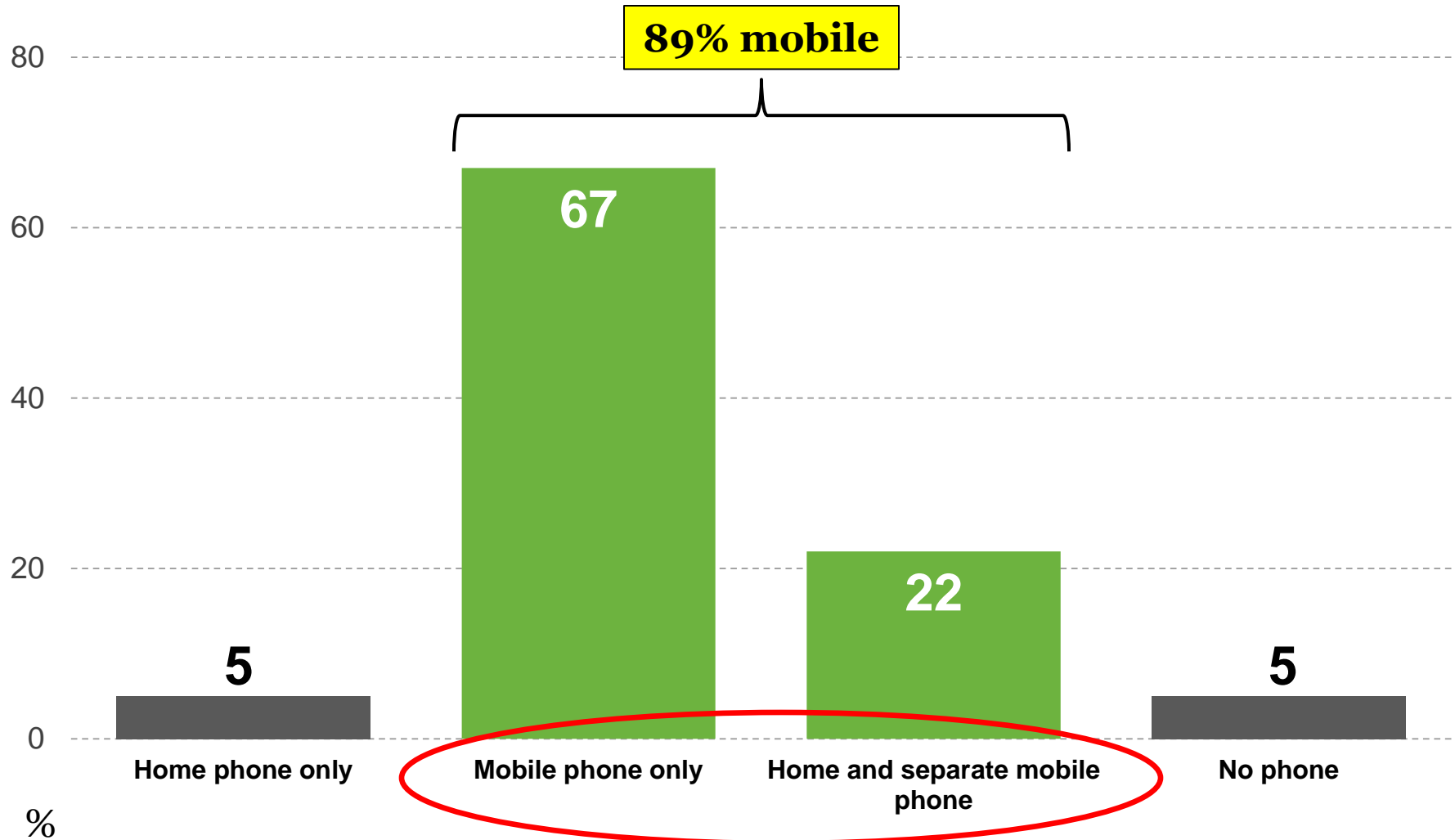
Where do people get trusted information?

What is your *main source* of information for news?



SMS messages will have a wide reach

Do you have a telephone in your home - either a home phone or a mobile phone?

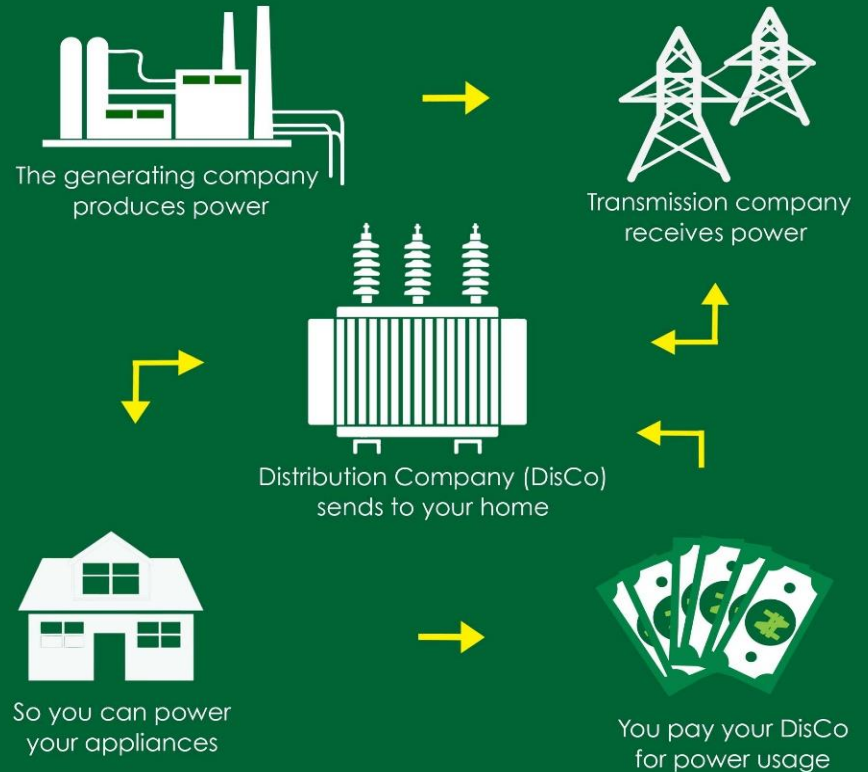




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A communications strategy is a process more than a document

- Requires an up-to-date understanding of public opinion and stakeholders' needs
- Requires prioritisation and choices
- May have informational and attitudinal goals that require specific compelling messages
- May change along the way if political circumstances change, requires a nimble team

Thank you

A series of horizontal lines in teal and light blue colors, with varying lengths and offsets, creating a modern, layered effect.

Questions and Discussion